

'GREAT RESPONSIBILITY'

Get That Gross — \$1,200,000,000!

The bonds of Canada's Sixth Victory Loan will take the form of two maturities, a 16-year-and-one-month issue and a three-year-and-10-month issue, it was announced by Defense Minister Ralston, Acting Minister of Finance in the absence of Hon. J. L. Hsley.

The loan campaign, which opens April 24 and will last
(Continued on Page 7)

'Jake' Macklin Passes at 45

Jack (Jake) Macklin, head booker of Regal Films Montreal office for 23 years, passed away on March 24 at the Royal Victoria Hospital, Montreal, at the age of 45. He had been on sick leave for six months prior to his death. The pall-bearers were drawn from the immediate family, although Montreal film and theatre people were present at the
(Continued on Page 18)

L. A. Fiegehen Passes

Louis Albert Fiegehen, proprietor of the Eclipse Theatre, Toronto, which he established 30 years ago, died in Toronto last week. He came to Toronto from Collingwood, Ontario.

English Exhibs Will Close on Armistice

The Cinema Exhibitors Association of Great Britain have agreed to close their theatres whenever Armistice Day comes around this war. The armistice of the first world war brought smashed seats, broken bulbs and ruined screens with it.

'As members of the Canadian Motion Picture War Services we must now prepare for the forthcoming Sixth Victory Loan, and I am taking this opportunity of appealing to you to join with your fellow-members to make this tremendous job a complete success once again.

'We have a great industry in Canada. We also have a great responsibility, and I urge you as fellow-members of this industry to get behind your local committee and your fellow-showmen in making our record in the Sixth Victory Loan an outstanding success.'

J. J. FITZGIBBONS, National Chairman



Ottawa Xs Out That Sob Story

Thousands of Canadian hearts were lightened by the announcement that time for payment of 1943 income tax balances has been extended to August 31st.

Many patriotic citizens, gloomy because of their conviction that they couldn't meet the income tax payments by April 30th and buy Sixth Victory Loan bonds at the same time, now rejoice to
(Continued on Page 7)

Cosmopolitan Now Artkino

A new company, Artkino Pictures (Canada) Ltd., recently has taken over the franchise held by Cosmopolitan Films for the distribution of Russian films in Canada. The name "Artkino" was chosen with the permission of the American distributors, Artkino Pictures Inc., whose trademark appears on all Russian pictures distributed in North
(Continued on Page 18)

Macgowan to Para

Kenneth Macgowan, 20th-Century-Fox producer of distinction who resigned recently, has joined Paramount.

Hal Wallis, Warners Agree to Separate

Warners Brothers has abrogated its contract with Hal B. Wallis for failure to comply with its terms. The contract was in its third year. Wallis started as an usher at \$18 per week, became a press agent and eventually rose to producer. He was with Warners for 21 years.

Be Number One, Mr. Showman!

We at Empire-Universal are going to do the best we can in buying and boosting Victory Bonds. We know you will too.

"A GUY
NAMED JOE"

"MADAME
CURIE"

"LOST
ANGEL"

"SONG OF
RUSSIA"

"SEE HERE, PRIVATE
HARGROVE"

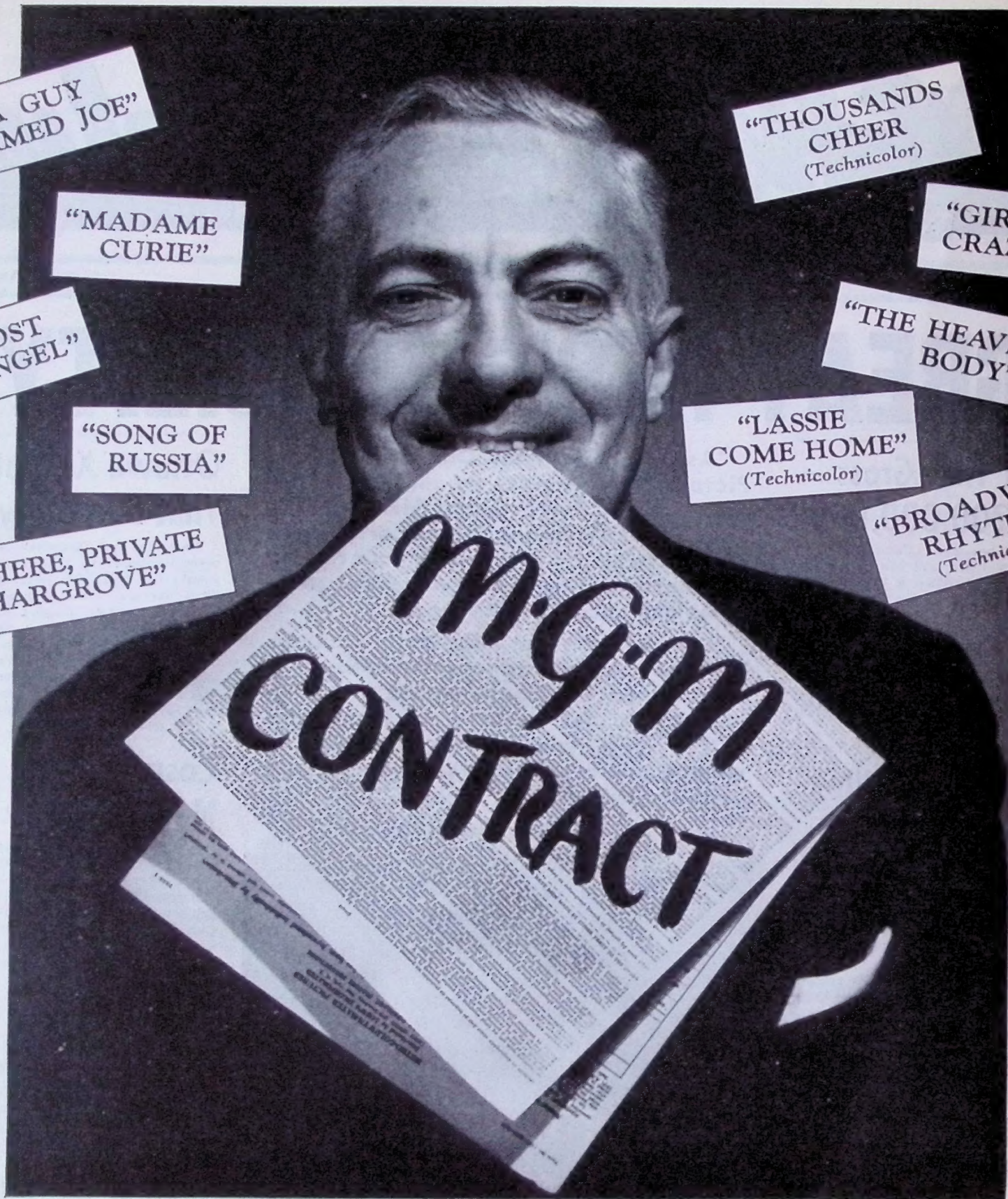
"THOUSANDS
CHEER
(Technicolor)"

"GIRL
CRAZY"

"THE HEAVENLY
BODY"

"LASSIE
COME HOME"
(Technicolor)"

"BROADWAY
RHYTHM"
(Technicolor)"



ARMED TO THE TEETH!

And that's the purpose of
CANADA'S 6th WAR LOAN!

"Put Victory First!" ‡

‡ See inside back cover

Our Proud Record

PITCH IN LIKE NEVER BEFORE TO HELP PUT OVER CANADA'S JOB —
THE SIXTH VICTORY LOAN

THE truest indication of what what the motion picture means in the daily lives of the people is the variety of tasks bearing on the war effort which have been assigned to the film and theatre industry of Canada. In that regard the Canadian section of the industry on this continent was more highly organized than that of the United States during the years prior to that country's entrance into the war. Hollywood, whose films find an international market, had an international obligation. While American exhibitors were still pursuing the ways of peace Hollywood helped Canada and Britain in almost every way it could.

The tremendous effect of the motion picture in interpreting the war, pointing out the need of sacrifice and directing the public's willingness to help into vital channels, was recognized early in this country. No request was too small or too large to bring an enthusiastic response from those who sell film and those who present it too the public.

The Canadian Motion Picture War Services Committee organized a service structure which reaches into hundreds of Canadian places of habitation, thousands of homes and millions of hearts. Each theatre operator is a member of that committee and those who hold office are executive members. Thus each theatre owner is a member of a single organization.

USA HOOKUP

When the United States entered the war the common sympathies of this country and that were replaced by common aims. The War Activities Committee of the Motion Picture Industry was created in the United States and its existence simplified many things. Requests for assistance were directed to this central source and met quickly. One example of USA-Canadian film relations is the fact that Canadian troops overseas see the latest releases as fast as the American army. These films are handled by the Army Motion Picture Service, making it unnecessary for Canada to establish a separate means.

The series of Hollywood-made shorts and the all-star two-reeler, "The Shining Future," all made with a purely Canadian angle, demonstrate the industry's willingness to favor any request. These are made gratis.

Making available Hollywood stars for personal appearances in connection with Canadian Victory



Lloyd Mills, manager of the Century, Trenton, Ontario, here helps load part of the clothing haul for Greek War Relief into a boxcar.

Loans is another avenue of assistance that results from a friendship that became a partnership. While the studios often stop their stars from appearing on commercial radio shows, they make no such restriction when they serve to boost bond sales.

Theatre men are day in and day out involved with the war effort. Their screens are rarely without some trailer boosting a worthy cause and the distributors have often revised their schedules to help the booking and delivery problem.

Besides the screen time given to the war effort, the exhibitor must decorate his front and see that his advertising calls attention to the cause. The running of trailers causes his shows on occasion to run into overtime, raising the cost of operation.

Then there are the local causes which the theatre supports directly or indirectly. Many theatre men run contests or special shows for overseas smokers funds, milk for children in the bombed-out areas and so on.

SALVAGE DRIVES

Canadian theatres have been the greatest single factor in the collection of salvage. Right now waste paper is the problem. Metal and rubber occupied the attention of exhibitors at first and the collection of fat render-

ings is always prominent on the theatre schedule.

In order to attract these valuable scrap materials the theatres give free matinees for the children. Theatre material, almost all of it rationed now, receives a tremendous amount of extra wear through theatre benevolence. The manager's time is taken up making arrangements with local officials for schemes to draw the children and means of getting rid of the accumulation in a hurry.

The annual Red Cross Drive, the Aid to Russia Fund, the Greek War Relief and the Chinese War Relief are but a few of the causes which the theatre boosts. These are carried out on a national scale. Others are of a local nature. The Victory Loan is, of course, the major job of the season and War Savings Certificates runs it a close second.

The theatre manager in smaller towns usually serves on each committee and is usually looked to as a spark-plug and organizer. These are the days when theatre managers find themselves with little leisure time.

SHOWS FOR SOLDIERS

Keeping the troops entertained, even where the services have accepted the financial obligation, is a big task in itself. Canada's army camps and the ships at sea

require a special service and they get it, although the motion picture industry, taxed with its own problems, has been affected by Selective Service regulations.

In a number of Canadian cities the major theatres run Sunday shows for servicemen without cost—and are criticized for lending themselves to such ungodly doings. These shows are run at the request of the federal government.

For a long time films were made available free to those organizations running special shows for war causes. The practice became so abused that the distributors had to rule against it.

No worthy request has been turned down, even though prints are returned unfit for commercial showings until they have received special attention from the hard-worked revisors. Projectionists in theatres have objected to the condition of film that has been in unskilled hands.

IT'S ALL FREE

The thing that most people don't realize is that all the things mentioned above, with the exception of films for army camp theatres, are done free by the Canadian motion picture industry. Almost every type of assistance charged for by others is contributed without charge by the industry.

The record of the industry for willingness and application is such that it has become a target for many with private ideas about how to help. Of late Canada's leading figures have gone out of their way to praise the effort of this industry, following the lead of Prime Minister Churchill and President Roosevelt.

AND the movie industry, unlike others, is called upon to prove itself publicly every day—and in a big way during big drives. The average Canadian is unaware of the part the industry plays because the movies are so much a part of his daily life that nothing they do seems unusual to him. And that is a compliment to us.

Once again the industry will see things through, cheerfully and with determination.

This Is the Idea

The psychology underlying the insignia for the present loan is that of placing patriotism ahead of self-interest—the winged Victory represented by the "V" of the insignia is placed before the "I" representing the individual, thus dramatizing the slogan of the 6th Loan—"Put Victory first."



OF CANADA LTD.
277 Victoria Street,
Toronto.

**WE ARE
PROUD
To Play Our Part
in the
BIGGEST
ALL STAR
PRODUCTION
WITH
MORE
AND
MORE
WAR
BONDS
MONOGRAM
PICTURES**

Toronto, Montreal, St. John,
Winnipeg, Calgary, Vancouver.



It's Time Again

Once many years ago I was suddenly exposed to magic words that led to a magic world—a world that is a sort of stepbrother to the one movie showmen live in. Though, as a journeyman printer and a sometime scribbler, I was wise to the use of words, the simple power of but two words uttered in the right way bowled me over. Ali Baba's "Open Sesame" was meaningless babble compared with them. His words could open only a single place.

I learned those words and how to say them from a new friend then, Joe Starkman, now a corporal with a couple of years' service in your behalf, and before that assistant manager of the Beverley Theatre, Toronto. It was about twenty years ago when I first met Joe. I had joined the Leonard Athletic Club, named after the then boxing champion, Benny Leonard, its honorary president. They heard about my itch for scribbling and made me editor of their printed monthly magazine.

Many a local lad was wandering around the continent in those days and Joe, one of them, started corresponding with me when the magazine started catching up with him. He came around and introduced himself after he returned home. A sporty wisenheimer was my new pal, a wheeze guy and a wise gee who knew all the answers. You see, he was a carnival man who knew the ways of that queer world.

Joe and I went to the Canadian National Exhibition together and those magic words took us through every show on the Midway without a cent. With me behind him Joe walked past the doorman, whispering out of the side of his mouth, "With it." He had the sharp look that went with the words. "Okay," the doorman answered unsmilingly. I learned the manner and the words too and they worked just as well for me.

Examine Your Attitude

Those two words constituted a phrase that established a kinship between persons in a private world that lived off and on the paying patron. Men who peddle a period of glamor and excitement thousands of times to millions of people are apt to develop an unhealthy attitude towards those who buy it. They regard them as commonplace because they accept as extraordinary that which the peddler considers ordinary. The show isn't for the peddler but nonsense for the public.

How about you? All this noise about sacrifice and putting victory first that goes with your part in the campaign—are you accepting it thoughtlessly as being for them and not you? Surely not. So much depends upon your buying bonds and using the facilities at your command to influence others to buy them.

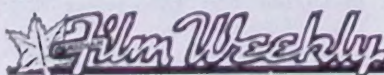
Are you "with it" in the way carnival folk were in times of peace or are you "with it" the way the boys are who are battling it out over there for you? Theirs is the greatest show in history and you are one of its barkers—or should be. You and they are part of the same show.

Are you "with it" or "with them"?

They, your country and your craft are asking you to prove which of those phrases describes your attitude. Personally, we're betting that you're on the square in the best way you know how.

Many a manager has slowly fallen asleep on the job just because his kind of theatre makes it impossible to go backstage and shake hands with the actors. If you're that kind of a fellow, now is the time to wake up. For whether or not you realize it, you're an important worker on a vitally important job—the Victory Loan. So go to work.

Or are you just another small-timer in your heart?



Vol. 9, No. 16 April 19, 1944

HYE BOSSIN, Managing Editor

Address all communications—The Managing Editor,
Canadian Film Weekly, 25 Dundas Square, Toronto, Canada.

Published by Film Publications of Canada, Ltd., 25 Dundas Square, Toronto, Ont., Canada. Phone ADelaide 4317. Price 5 cents each or \$2.00 per year.

Entered as Second Class Matter

Printed by Eveready Printers Limited, 73 Wellington Street West, Toronto, Ontario

Here Is Our Pix War Committee

You may be interested in a fast checkup of the executive of the Canadian Motion Picture War Services Committee.

J. J. Fitzgibbons, chairman; Ray Lewis, secretary; R. W. Bolstad, treasurer.

Other members of the executive are Herb Allen, Harry Alexander, Eugene Beaulac, T. J. Bragg, Wolfe Cohen, Col. J. A. Cooper, L. M. Devaney, Ben Freedman, Clare Hague, Oscar Hanson, H. L. Nathanson, A. W. Perry, L. Rosenfeld, Morris Stein and N. A. Taylor.

The Public Relations Committee, of which J. J. Fitzgibbons is chairman, comprises C. J. Appel, Hye Bossin, Ben Geldsaler, Ray Lewis, James R. Nairn, Morris Stein, N. A. Taylor, Glen Ireton, Dewey Bloom, George Degnon, Win Barron and Ben Cronk.

The War Service Committee functions all the year-round, its members taking over administrative duties in each new cause. The problems which arise when Red Cross, scrap drives, Greek War Relief and so on are due to be placed before movie audiences are settled by them.

Thief Caught in Alhambra, Toronto

Police last week found Joseph Cooper, Niagara Falls youth, in the gallery of the Alhambra Theatre, Toronto, with a hacksaw and cold chisel in his pocket. He was booked on a charge of breaking into the theatre and having burglar's tools in his possession. The Alhambra is a popular target, another thief having been sentenced last week for breaking in.

Fringe



Joe Polakoff, RCN, former Columbia booker, is hiding behind those bushes.

Get That Gross — \$1,200,000,000!

(Continued from Page 1)

about three weeks, has a minimum objective of \$1,200,000,000. The minimum objective from civilians is \$525,000,000, while the balance will be obtained from special names. The objective is the same as the Fifth Victory Loan drive, held last autumn.

The new Victory bonds will mature as follows:

An issue bearing interest at 3 per cent offered at a price of 100 per cent, maturing at 100 on June 1, 1960, and a shorter issue bearing interest at 1½ per cent at a price of 100 per cent, and maturing at 100 on May 1, 1947. Both types of bonds will be dated May 1, 1944.

The first interest coupon on the 3 per cent bonds is for a period of seven months, and in the case of the shorter issue the first interest coupon is for a period of four months. Subsequent interest coupons become due every six months thereafter. This arrangement continues the practice established in the Fifth Victory Loan and avoids adding to the very heavy volume of coupons which come due in May and November.

"There is every indication," said Col. Ralston, "that Canadian forces overseas will participate in even heavier fighting during the months to come. It is, therefore, the duty, the responsibility, and the privilege of Canadians in every walk of life to participate to the very limit in the Sixth Victory Loan, and in so doing support the men who are fighting for us.

"During the Fifth Victory Loan there were 3,033,000 applications for Victory bonds. It is our hope that this figure will be greatly increased for the Sixth Victory Loan so that once again the financial participation of individual Canadians will hit a new high level of accomplishment."

USA Theatre People Bought \$54,500,950

The total War Bond sales in the USA during the recent drive there was \$54,500,950. It was made up of purchases in cash and by payroll plan through producers, agents, exhibitors and unions.

Noel Bates Succeeds Late Harry Keele

Noel Bates has been appointed by the National Film Board to the supervision of industrial circuits in Ontario and Quebec. He fills the post left vacant by the death of Harry Keele recently. Bates' offices are in Toronto.



THE FOUR HORSEMEN ARE OVER EUROPE!...

Toward the day when Slaughter, Conquest, Famine and Death cease to cast their ugly shadows across the peoples of Europe, your best investment in your future is to

BUY VICTORY BONDS!

B & F Theatres

1000 ROYAL BANK BUILDING - TORONTO

Ottawa Xs Out That Sob Story

(Continued from Page 1)

find that they will not be barred from joining their fellow countrymen in the most important home war effort to date.

Most people have discovered that the purchase of Victory bonds gives them a tangible feeling that they are actually backing up Canadian men in uniform. To have taken away from a portion of these the opportunity of participating again would have been regrettable. There is ample proof that throughout the rank and file of Canadian citizens there is far more than enough ready cash to pass the minimum objective of \$1,200,000,000 for the Sixth Victory Loan campaign. With the income tax snag removed, sales to individuals should surpass all previous records.

Official Ottawa deserves added commendation in this regard because the income tax announcement was made a month before the Victory Loan opening instead of the eve of the campaign. Time has thus been allowed for a re-adjustment of personal budgets, and a spirit of buoyancy has been injected into the pre-loan period which should prove invaluable in creating the enthusiasm necessary to the success of any campaign.

'This Is Not a Moving Picture'

Says John Steinbeck, well-known author and playwright and now war-correspondent—"I have seen men climb into bombers in the early morning and fly away, waving with elaborate nonchalance and I have seen the gap in the mess when they did not come back, and the empty bunks, the blankets thrown aside as they threw them, and the framed photographs on the steel lockers.

"The men have gone up the gangways again to go into action, and have jumped from landing barges to a beach strewn with the bodies of their own people, and they claw their way like animals into a hostile coast.

"I have seen the hospitals with the mauled men, the legless and the blind, the fingerless hands and the burned faces — all the destruction that steel and fire can do to a man's body and mind. I have seen children hauled out of a blasted building; lumps of crushed, dirty meat in pinafores, and dead—boxed and buried carrion. In God's name, what is it for except to get this horrible thing over with as quickly and as thoroughly as possible? And if this is true, it should not be a matter of 'who will lend his money for Victory Bonds?' but 'who dares not to?'"



IT'S ZERO HOUR

***If You Can't
Go Across—***

**COME
ACROSS!**

*This advertisement
donated by*



Your Personal Record

BROTHERS and sisters, don't underestimate the importance of that scrap book the Motion Picture War Services Committee is asking you to fill with reports of Victory Loan work. And scrap books of any kind are important. Not only are they the record of past activities but a file of future ideas. If you toss your scrap book in the corner you are either incompetent or lazy. Or maybe you're just heartless. After all, think of the cause.

There'll come a day when it's your turn to visit that exchange Up There. The head booker, St. Pete, will turn to his helpers and ask, "What have you got on that human production called Joe Manager?"

"Nothing," they will say.

"No paper at all?" St. Pete will ask.

"Not even a Sixth Victory Loan Scrap Book," they will answer.

"Well," St. Pete will answer, "this is apparently a 'Z' job. Ship him to the Lucifer circuit and accept any price and any designations. Let them burn up a few commitments with him. It's almost a dirty trick on them!"

Each and every exhibitor in Canada is being shipped this special scrapbook. The circuits will supply their houses through their own shipping departments and the Independents will get theirs from Provincial Chairmen.

The cover will carry the following words: "Motion Picture War Services Committee Scrap Book Report of My Campaign On the Sixth Victory Loan." A place is indicated for the exhibitor's name, the name of his theatre, town and province.

You are also asked to exercise your capacity for thought in behalf of the future work of the Committee. Space is provided on the last page of the book for personal comments, ideas and suggestions. Provincial chairmen will study what they find there and pass it on to the Central Committee.

Every exhibitor or manager should get his noodle nodding over this page. Much mental ammunition is not used beyond a narrow area. Any man smart enough to operate, manage or supervise a theatre gets many ideas related directly or indirectly to it. The trouble is that most thought is fugitive and ideas are often no more than birds of passage. Here is a chance to capture them on the spot.

It is most important that you include in your comments your opinion of the trailers and news clips that will be sent you for the Sixth Victory Loan Drive. The committee would like your personal reaction as well as that of

Are You On Our Side? A 'Yes Isn't Enough

GRAB OFF ONE OF THOSE 24 PRIZES FOR THE BEST SCRAP BOOK RECORD

Remember when you were a kid how proud you were of being paid for acting like a good boy? Here's your chance to get that old feeling again!

The Motion Picture War Services Committee will issue 24 prizes to the managers who turn in the best records of theatre Victory Loan activity during the present — Sixth — bond campaign.

Your Provincial Chairmen and a special committee in each province will judge the scrap books and give a decision which is absolutely final. The smart and lucky winners will get the following prizes:

1st Prize—\$50 Victory Bond.

2nd Prize—\$25 War Savings Certificate.

3rd Prize—\$10 War Savings Certificate.

After that you get a chance at the Grand prizes for the same amount of effort. Your Provincial Chairmen will forward your scrap book, the evidence of your regional triumph, to the Central Committee in Toronto for judging. The national winners will get these awards:

1st Prize—\$100 Victory Bond.

2nd Prize— 50 Victory Bond.

3rd Prize— 25 War Savings Certificate.

The national prize-winning scrap book will be sent to the Minister of Finance, J. L. Ilsley, autographed and returned to the winner.

And what a thrill when you display it in your theatre!

your audience. We want to know if films are doing the work intended and if not, why not. You probably have some idea of what is holding them back. Only you can tell us and it is not fair to leave us up a blind alley when you need only assert yourself to do a good deed for the Dominion and your industry.

What goes into the scrap book?

Every item of publicity. Paste in newspaper clippings and copies of yours ads. Put throwaways, programs, etc., in it. Make sure it contains literature pertaining to any contests you may run. Append a note about the results and if anything you hit on had unusual effect, please say so. That idea might be multiplied more than 1100 times during the next Loan drive—once for each theatre in the Dominion.

In that scrap book place details of tieups with merchants and samples of what you used to tell the public about them. Report your front displays and enclose a photo if one happens to have been taken. Tell about radio tieups and boosts and if a new idea was used, describe it clearly. Let the scrap book keep the record of co-operation with the local Victory Loan Committee.

And how about yourself and the folks in your theatre? What did they do? Did they serve at special shows. How was their purchasing power?

There's a million things you can put in that scrap book because there's a million things you can do. Do them—and don't get lazy. Clip them and paste them. Write the rest down. If you are pressed for time, keep them in some kind of order until you can transfer them to the scrap book. Make notes about everything.

Don't forget to dig in to that swell press book the committee got up for you. Let that and your conscience be your guide.

Get in there and pitch—and be your own scorer. It will pay you—perhaps in money, certainly in satisfaction.

M'treal Consolidated Shifts Managers

Consolidated Theatres, Ltd., of Montreal last week announced a number of management changes. W. O'Loughlin, manager of the Palace, goes to the Capitol as manager with Bob Sheppard as assistant; Don Reidy, manager of the Princess, shifts to the Palace with John Rosenberg as assistant; Owen Lightstone goes from the Orpheum to the Princess as manager; Paul Guinette goes from the Capitol to the management of the Orpheum with J. A. Gagnon of the Imperial as assistant.

TWO MILLION BUCKS FREE!

HOLLYWOOD is a place where stars are so thick they need traffic cops and a few million is small change. It takes a mighty fine constellation of stars and a sky-high heap of dollars to impress the boys who occupy the local seats of the mighty.

Yet one day Jack Warner, following his accustomed habits, left his office for a stroll through the sound stages. He nearly pitched over when he took his casual peep at the large board which acts as a directory and schedule. Fourteen stars and feature players were working in a single picture at Warners studio—and Jack Warner, a great man for knowing what's going on around him, couldn't figure what it was all about.

Someone explained to the puzzled boss that they were there gratis and that they were turning it on in the best way they knew how for Canada. Then it all came back to Jack Warner. He remembered that they were on his lot to make the greatest all-star two-reeler in motion picture history, "The Shining Future," a film that would be passed on to Canadian showmen,



Cary Grant and Lotta Dempsey, Canadian magazine writer, chat between scenes during the making of "The Shining Future."

who would complete a triple play by passing it on to the Canadian public as a Victory Loan booster.

"Whew," whewed Jack Warner, a man who doesn't whew easily, "I'd give a million and a half

dollars for their services to make a picture for me—if I could get them!"

Jack Warner couldn't get them—but you did.

Hollywood was mighty cunning

about "The Shining Future." How else could it make a film in which entertainment comes first and the Victory Loan doesn't come second? A dead heat? Wrong again. It's just one of those things you can't explain. It happened that the message lost none of its importance just because it was cloaked in entertainment.

Here are your stars in your picture — Herbert Marshall, Deanna Durbin, Bing Crosby, Cary Grant, Frank Sinatra, Dennis Morgan, Irene Manning, Jack Carson, Olive Blakeney, Charles Ruggles, Harold (The Great Gildersleeve) Peary, Jimmy Lydon, Harry James and Benny Goodman and his Orchestra.

Ain't that a pretty dish to set before the public? It's even better than that. It doesn't cost you a cent.

And that's not all. If you want to play a picture that will warm your heart, there is the cracker-jack one-reeler, "The Fifth Christmas." This one was originally made for release by the National Film Board but was so rich in real sentiment at a time when folks don't care much for the synthetic kind that it was held back until it could serve a

(Continued on Page 18)

F. G. SPENCER COMPANY LIMITED

Conforming with the spirit, which imbues the entire motion picture industry, the Spencer Company is pledged to support the "SIXTH VICTORY LOAN" through substantial purchases by the Company and its associates, also with practical support and co-operation in every phase of the great undertaking to again impress Canadians with the necessity of investing in their country an additional \$1,200,000.

"PUT VICTORY FIRST"



THE HAND THAT HELD THE FLASHLIGHT
... now holds a gun!

823 ushers, usherettes, cashiers, projectionists and managers of Famous Players staffs are now on Active Service... 823 more reasons why we who are carrying on at home are buying extra bonds to help win the victory and speed their return...

PUT VICTORY FIRST · BUY VICTORY BONDS

Famous Players Theatres

HEAD OFFICE: 1200 ROYAL BANK BUILDING, TORONTO

How Can You Miss?

MAYBE you're one of those fellows who have been softened up by good business. Things have been so good for you that you haven't had to go after the customers. You haven't forgotten how but you're just rusty. Now comes the Victory Loan but those mental gears seem to be grinding slowly. Okay, here are some ideas. They have been successful, with personal variations based on the situation.

FREE VAUDEVILLE

Get some of the neighborhood kids up on the stage and let them play, dance, sing or what have they. Their folks will be glad to let you have them. Then tell the patrons that the kids have made them a gift of their talent as a means of thanking them for buying a Victory Bond. A short show will serve the purpose and place the patron under obligation in a humorous way. Perhaps you could stage an amateur contest for prizes, only kids whose parents have bought bonds in their names being eligible.

ART SHOW

You could run an art contest among kids or adults, entries to be on the Victory Loan theme, and award passes. It would make a good lobby display, provide a chance for stage announcements and awards, press publicity and at the same time reach into every home.

OPEN THE DRIVE

If you are an exhibitor with the only situation in town, it is likely that you are a member of the local committee. Probably your theatre doesn't open until seven p.m. Invite the committee to stage a Victory Loan parade to your theatre and help them do it in interesting fashion by using your knowledge of showmanship and the list of persons who usually co-operate with the theatre. The crowd could be gone some time before your theatre starts its schedule. If you have some special Victory Loan attraction, such as "The Shining Future" or "The Fifth Christmas," such a meeting is a good chance to tell them about it. They'll see the show and get the message in the most acceptable fashion.

CO-OPERATIVE ADS

This is really the time when each merchant will be glad to join with you in co-operative advertising of every kind. You could tie up his window, get him to share herald and novelty costs, and pay his share of a large newspaper ad. All it needs is organization and application. You're the man for that.

**Breathes There a Showman With Brain
So Dead Who Never to Himself Has
Said: 'This Production Is My
Baby—Watch Me Put It Over!'**



NAT. A. TAYLOR
Co-chairman, Ontario



HERB ALLEN
Co-chairman, Ontario

PLANT SHOWS

Part of your special entertainment fare for the week could easily be provided by factory glee clubs near you. They are glad of the chance to appear in public for such a cause. If you never play live acts, your patrons will associate this novelty with the reason for it—the sale of Victory bonds.

SCOREBOARD

You could rig up a scoreboard to show day by day how the Victory Loan salesmen are doing in your district—whether they'll beat the last Loan or not and if they're likely to reach their quota. The committee headquarters will be glad to give you all the information you need.

DON'T FORGET THE LOBBY AND FRONT

It isn't enough to put up a Victory Loan banner. You can make your lobby and front something to remember. Your sign man has a million ideas if you need any about what to do to create something that will startle the eye and make a deep impression.

STREET MUSIC

Hook up the non-sync outside the theatre and give the folks some patriotic music as a means of calling their attention to your front. Let them dance in the street if they want to. A little excitement will make the goings-on about the sale of bonds seem like a special carnival occasion.

YOUR RADIO HOOKUP

Some showmen have commercial radio shows from their stages on certain evenings. Find a spot on it for a speaker—a returned man or a well-known citizen. You could run a one-minute speech contest for kids on the theme. If you use spot ads make sure their Loan content is high. A parody contest on the subject of the Victory Loan would be entertaining.

GALLERY OF HEROES

You could attract plenty of attention to your theatre and its Victory Loan message by collecting photographs from folks with relatives overseas who live in your town or neighborhood. The newspapers would find this interesting. There would always be a crowd on hand to see this lobby display.

Don't Take It Easy

Men and women of Canada, your Government is appealing to you not to jeopardize this crusade of liberation by curtailing your Victory Bond purchases. Your loans to your Government mean more than an investment in victory, they mean the resurrection of blighted peoples everywhere. Humankind was never accorded a greater privilege.

BUY AND 'SELL'

Victory Bonds

**They're Good For
What Ails Us!**



B and L Theatres

**J. LIEBERMAN
M. S. BERNSTEIN**



The Last Reel?

Well, maybe. But it won't
be unless you sell every
patron the most important
idea in our history—



This advertisement donated by
Exhibitors Booking Ass'n.

PICK YOUR SPOT!

Now is the time—and here is the place! Every strand in the vast Canadian network must count if the Sixth Victory Loan is to be a success. The map of the Canadian motion picture industry is exactly the same as the map of Canada. Wherever there is a place of human habitation, be it ever so humble, there is a theatre within reach. And wherever there is a theatre there are people, friendly, open-minded and eager for information.

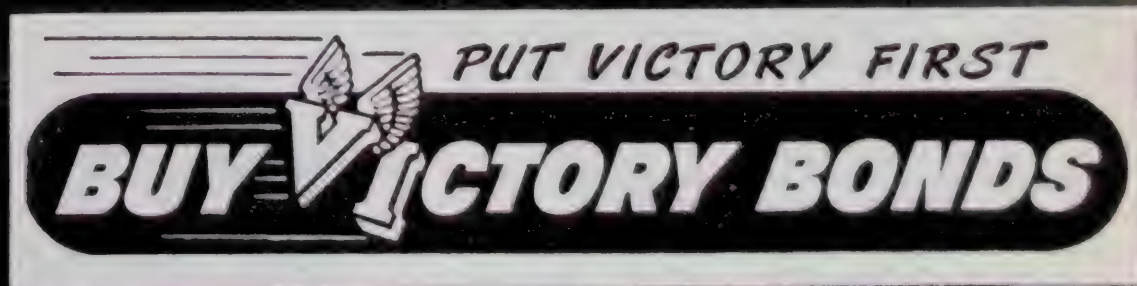
The information you must give them is vital to the future of our country. If you, Mr. Exhibitor or Manager, don't pass on that information and at the same time impress them with how vital it is, you are indulging in dangerous laziness. When, after a while, your patrons have had time to examine their conscience and become angry at themselves for not having done their share, they will blame you for not pointing out their duty—or pointing it out with too little emphasis.

They want to buy Victory Bonds. They want their minds refreshed about the whys and wherefores. So tell them and sell them.

PROVINCE	NO. OF THEATRES	SEATING CAPACITY	ADMISSION YEARLY
Prince Edward Island.....	6	3,162	638,111
Nova Scotia	62	36,244	10,756,699
New Brunswick	41	21,092	5,700,794
Quebec	214	137,162	37,300,743
Ontario	412	283,887	81,059,775
Manitoba	115	50,714	11,246,218
Saskatchewan	144	49,180	7,204,864
Alberta	133	48,456	10,363,279
British Columbia	124	72,936	19,464,905
TOTALS —	1,251	702,833	183,735,258

(1942 Figures)

**There
are
no
words
more
eloquent
than
these...**



Contributed by
Twentieth
Century-Fox

O, Those Maritimers!

WHERE there's a will there's a way—to victory. Where there's a will there's a "won't quit." In the Maritimes they have the will and they know the way and you can bet a dime to a diamond those seashore sojourners won't quit. How can they? That same Atlantic is a watery highway on which the enemy lurks—and it leads to their front door. Their cities are the shipping rooms of a fighting Canada. The food and weapons your Victory Bonds buy receive their care and blessings for a safe journey and full use as they leave on their mighty mission.

Nature balances everything. We need tough guys in a location like that—and we have them. Down there they plough the sea, they plough the land and they plow under it. In times of peace they provide the stuff that feeds us and keeps us warm. And they send out the stuff we sell.

On every Victory Loan—and each part of the war effort—the theatre men of the Maritimes have pitched in with a fervor that is awesome. You wonder where they get the strength and enthusiasm from each time. Yet each time they show up with more of it.

They Won't Fool

Take Bob Roddick, one of the Provincial Chairmen for Nova Scotia. Not only does Bob do more than his share—though he won't admit that for a minute—but he and Bill Cuzner, who is his partner as Provincial Chairman, have a great mind for order and detail. The report of activities in the Maritimes that comes back to the Motion Picture War Services Committee could be used as a model for the Dominion Bureau of Statistics.

Bob serves on the Halifax committee as well as looking out for the movie effort there. He is the liveliest of live wires, the sort of man that is produced by urgent situations.

Then there's Bill Cuzner, who is teamed with Bob as the lead team. Bill acts as a War Finance chairman of Sydney Mines. Bill buys Victory Loan, he preaches Victory Loan to Nova Scotia theatre men generally, he preaches Victory Loan to the members of Nova Scotia Allied, he preaches Victory Loan from his stage and screen, he preaches Victory Loan to his townsmen and the workers under him. He is never through preaching Victory Loan until the Victory Loan is through and over.

And how about John Farr, who is publicity chairman of the War Finance Committee of North Sydney? He has a unique approach to his patrons and fellow-

They Tear In With All the Fury of Their Friend and Neighbor, the Atlantic



REG. MARCH
Chairman for New Brunswick
and Prince Edward Island



W. H. CUZNER
Co-chairman, Nova Scotia

citizens. He has harnessed his special talent as a writer of lyrics and parodies to the Victory Loan. He writes "Songs for Victory" and distributes them. The folks love to sing them. They help morale and make the giver cheerful.

For instance Farr's parody to the tune of "Pack Up Your Troubles." Sing it yourself and pass it on:

"Take all your dollars from the old gray sock and buy, buy, buy Till Victory's dawning we can do without the trimmings if we try, try, try.

Put your dollars in the light—let freedom never die. SO Instead of bondage we'll have Victory Bonds Let's buy, buy, buy."

Here's one on "Over There." Try it on your friends:

Buy a bond,
Buy a bond,
Duty calls,
Loud and clear
Let's respond
Keep your dollars working,
No time for shirking,
Turn your slacker dollars into bonds
You can't lose
Don't refuse
Or the boys who return won't excuse
Put it over-
It must go over-
It must go over-
Let's buy Vict'ry Bonds till
Old Hitler gets his dues

(2nd time)
Old Tojo gets his dues
(3rd time)
Dictators get their dues.
Service clubs, schools and persons at meetings sing Farr's parodies. And Farr himself is the town's ace salesman.

They're Double-Barreled

And talking about Maritimers, there's His Worship Archie Mason, the Mayor of Springhill. Archie's task extends to everything that goes on in that town. And no man is better fitted to tackle it. He was elected mayor with the highest majority ever recorded in Springhill. He is an excellent writer and speaker. He



R. S. RODDICK
Co-Chairman, Nova Scotia

knows the words and he can use them.

Though we're not exactly up to date there are other Maritimers who have doubled in Victory Loan jobs. Fred Gregor of New Waterford has acted as Public Relations Chairman; Frank Gallop of Sydney has been Public Relations Chairman; Norman W. Mason, that grand old showman who retired recently, has been a Public Relations worker in New Glasgow and Ernie Hatfield served in the same capacity in Yarmouth. Other avid workers generally are Mrs. Audas of the F. G. Spencer Theatre, Amherst; Mr. Fraser of the Spencer theatres in Truro; and T. J. Courtney of the Casino Theatre, Halifax.

Then there's Rambling Reg March, who is key man for the lads who work Prince Edward Island and New Brunswick. He leans on his lads and they support him in fine fashion.

It's almost a safe bet that the Maritimers have in the past bought more bonds, sold more bonds and spent more of their own money boosting the drive than the people of any other Canadian area—the showfolks, we mean.

Those boys and girls of the theatre down there—they really sail.

20th-Fox Skeds 4 Best-Sellers

Headed by the current number one best-seller, "A Tree Grows in Brooklyn," by Betty Smith, 20th Century-Fox has four current best-sellers on its production schedule. John Hersey's "Bell for Adano," national second seller, is on the list with Anya Seton's "Dragonwyck" and Louelle Parsons' "The Gay Illiterate" slated for the cameras in the near future.

Suggests New Tax

Mrs. Cora T. Casselman, member of the House of Commons for Edmonton East, suggested that movies be one of the things taxed to raise the \$242,235,000 necessary for the operation of the national health insurance plan.

Palace, Calgary Good to Services

The Palace, Calgary, managed by Pete Egan, runs a Service Night each Wednesday, when 200 service men and women are invited guests. Some 40,000 have been entertained that way.

Pete recently welcomed the Red Deer hockey army team and drew a nice letter of thanks from the ranking officer.

Get this straight.

#117

~~10~~
March 19

Dear Mom,

On my last hour of a week-end leave many thanks for parcels 81-88 my crew and I had three swell parties out of them. I also received a thousand cigarettes from the ladies at the church, books and razor blades from Mary - thank them for me as I am going to be busy on operations and may not be able to write them for some time.

Dad's last letter was very interesting and encouraging especially about the new Victory Loan. The boys often speak of the swell way those at home have supported our efforts of blood and sweat, and are confident you will not fail us at any time with proper supplies to enable us to bring this mess to a victorious conclusion as soon as possible. Love to all,

affectionately
Doug.

Every day

OUR SAILORS, SOLDIERS AND AIRMEN ARE
BATTLING DESPERATELY TO PRESERVE OUR
LIBERTY . . . WE MUST SHARE THEIR BATTLES
AND PLEDGE EVERY DOLLAR TO VICTORY
BY BUYING MORE

VICTORY BONDS

A Privilege UNITED ARTISTS Appreciate

'Jake' Macklin Passes at 45

(Continued from Page 1)
funeral in considerable number.

He is survived by his wife and two children.

Jake Macklin entered the film business in 1914 as a shipper for Jake Malone's film exchange. After several years he went to the Davis Amusement Enterprises as a booker. When the company closed up Davis went to Regal as branch manager and Jake went with him.

One of the most popular figures



Jake Macklin, veteran booker of Regal Films in Montreal, who passed away in Montreal two weeks ago.

in the industry before his death, Macklin, at the time of his marriage, was given the largest stag party ever held among film and theatre folk in Montreal. More than 500 friends were present and he was presented with \$1,000 in gold.

A great many theatre operators in Quebec relied on Jake for advice, for he was highly regarded for his knowledge of the business as well as his capacity for friendship.

They're On Schedule How About You?

Our armed forces have fixed goals to meet this year and next—and they are running ahead of their timetable. We at home, with easier goals to achieve, can hardly do less.

Soldiers goals are measured in terms of military victories, ours are measured in terms of war production increases and Victory Bond purchases. We are confident that the people of Canada are determined to meet these goals—just as our soldiers are meeting theirs.

'Buying' IS YOUR WAY OF 'Trying'

*Put Victory first
by putting over a
record campaign*



*This space donated by
Theatre Holding Corporation, Limited.*

Cosmopolitan Now Artkino

(Continued from Page 1)
America.

Artkino Pictures (Canada) Limited was formed to take care of the increased business that Russian films have been doing in Canada and to take care of any expansion that might be necessary since the introduction of English dubbed pictures.

The new company has obtained the services of Leo Clavir who was, for many years, connected with both the distribution and exhibition of films as its President and Max Chic as its secretary-treasurer who has been with Cosmopolitan Films and has had special experience in publicity.

Artkino Pictures (Canada) Limited will expand its publicity and advertising work to take care of the demand for Russian films from Canadian exhibitors.

Two Million Dollars Free!

(Continued from Page 18)
worthy cause.

The film tells the story of our boys spending their Christmases away from home so that they can keep the Nazis away from you.

It is full of pictures of hundreds of soldiers from every part of Canada. It is likely that your patrons will spot a loved one on the screen. That one evidence of happiness will make your month worth while. Without cost to yourself, you can share a good deed of a personal nature and serve your country by boosting the Victory Loan.

As for "The Shining Future," it is a story of the world of tomorrow. That's real novelty for you—a flashback in reverse. It's about the age of helicopters and the home life it presents is novel, entertaining and enlightening when compared with the age we live in. Warners best technicians did a job worthy of the cause and in keeping with the quality of the players.

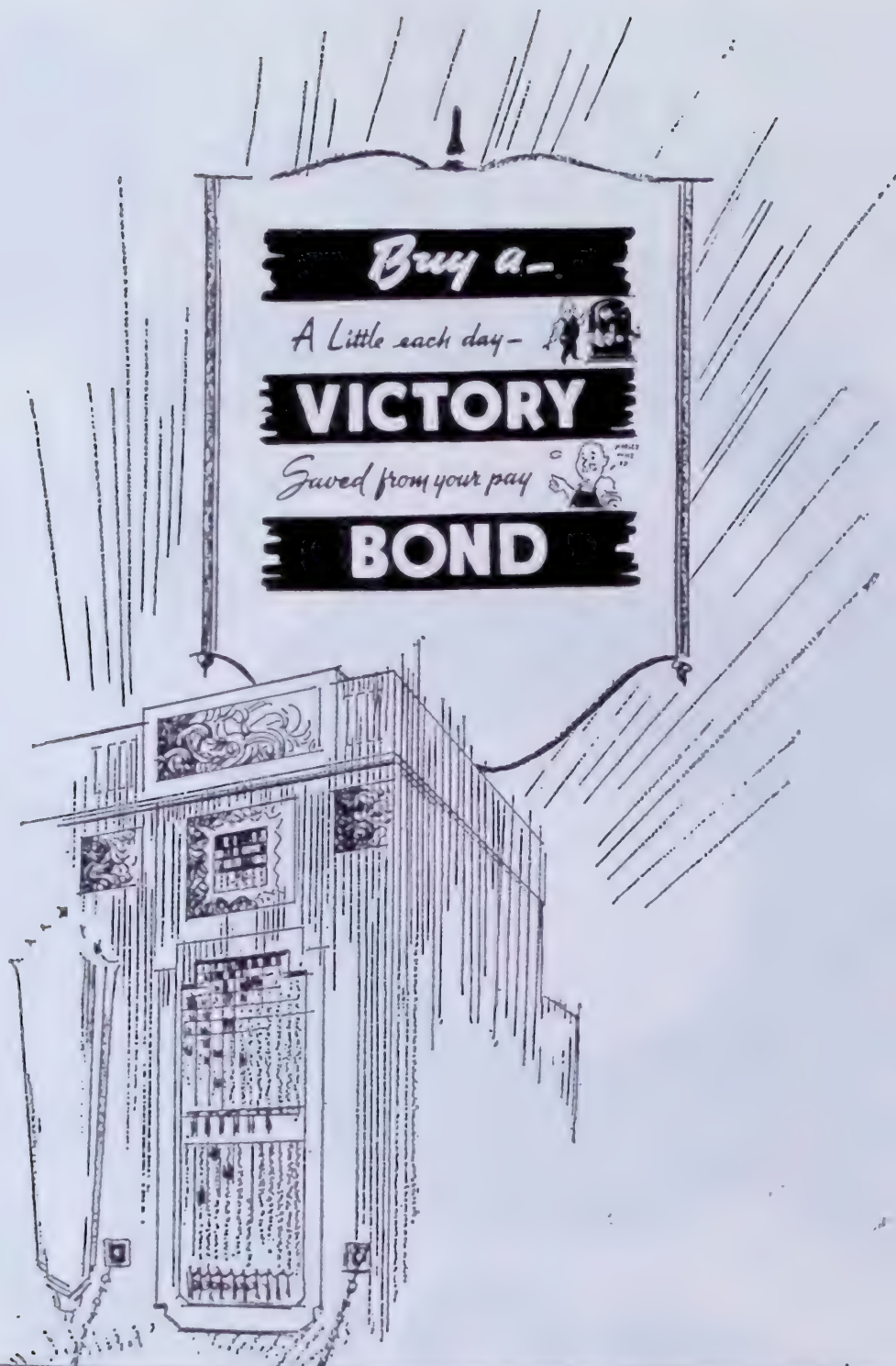
The screen will tell the public about your industry's part in the picture. The tag reads: "Produced for the Canadian Motion Picture War Services Committee."

Play one or the other of these pictures as part of your part of the Victory Loan campaign. And don't forget about your own bond.

Let's Gang Up
On The
Hitler Gang!



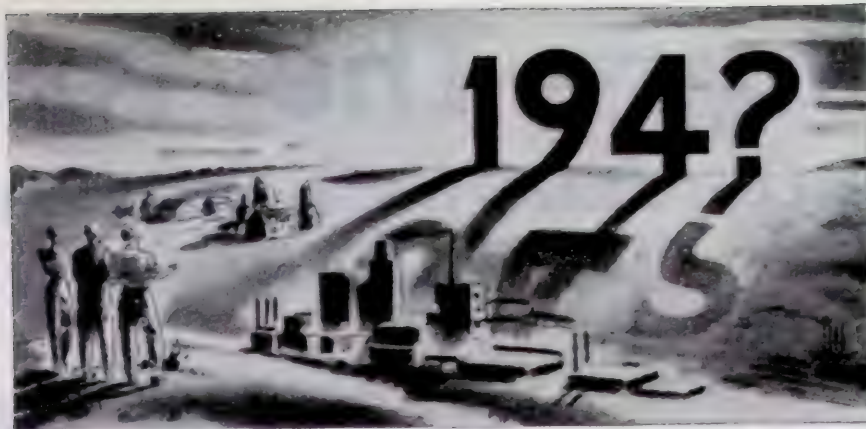
**VICTORY
LOAN**



So you think movie theatre folks are doing a big job, eh? Well, there are folks in other and far greater theatres who are really doing a job—the Mediterranean Theatre, the Pacific Theatre and so on. Our roadshow comrades are about to open the production that will end all such productions. Help them from here by boosting and buying Sixth Victory Loan Bonds. Every man and woman in the Canadian motion picture industry must Put Victory First!



This advertisement donated by
Inter Theatres Services
Toronto



SPEED THE VICTORY DAY

***Help the
Men and Women
Who Are
Guarding Your
Future***



This advertisement donated by
Twins Century Theatres

'It's Okay — They're Ours!'

A Joke That Isn't a Joke — It All Depends Who You Are
And Where You Are

Missing



Sgt. John King, R.C.A.F., who has been reported missing following air operations over Berlin in the latter part of January. Johnny King was, before his enlistment, a member of the staff of the Granada Theatre, Hamilton, Ontario, under Lloyd Taylor, and had been employed in the Hamilton house for some time.

Colored Television

A new development in carbon technique making color television available on full-size screens in motion picture theatres, was announced last week by Scopphony Corporation.

You Know What You Must Do—So Do It

There can be no compromise with duty! Its revealing light cuts a clear pathway of obligation, along which all of us must move. Today, the duty of every Canadian is sharply defined. For our armed forces it means danger, perhaps death. For those of us at home it demands full financial support. For all of us it is the urgent call to action. So, let each of us, today rise to this responsibility. Let each of us now, see and know our duty. Let each of us respond.

It was during the afternoon lull, that period when one or two fellows drop into your office to smoke a cigarette and gab a little. Manpower shortage and wartime pressure notwithstanding, that afternoon lull still occurs, the time when the same leisurely spirit has reached into all the offices you do business with, and you know for the next little while the phone on your own desk won't ring as often.

So some of the boys and girls were laughing and talking. Suddenly the roar of planes in the sky nearby joined with the other sounds. The office kibitzer strolled over to the window, took a look and came back.

"It's okay," he said. "They're ours."

Those same words, in other places and in other circumstances, are not funny. There is hope and fear and sad memories in the tones that go with them.

But not here. Here there is still the quiet sabbath, broken by that incomparable music, the laughter of little children. Here the regular beat of daily living has not been broken. Quickened, that's all. The noise of a distant plane is still a lulling purr, not the sudden sweep of a slaughterer. Nor is Death a partner of the pilot.

But there are places this very minute where life is as vivid as the summer sun and as grim as a pool of blood. In many places, under strange suns, our relatives and neighbors guard the roads that lead to home and us—and stand where others have fallen.

A grotesque gallery of tin gods, led by a horror in human form named Hitler, would toss centuries of human progress on the scrap-heap of history. For a time the noise of his legions reached into every corner of the earth. The flames of one country could be seen from others. The bludgeons and jackboots beat time to his madness on the bodies of millions of innocents.

His dark forces set man against man, revived ancient hatreds, repudiated freedom, scorned mankind, mocked civilization. They had to be stopped. It was a gigantic task but they were. Men went forth from wherever the flag of liberty still flew. A miracle occurred. Not only were they stopped but they were driven back. They have tasted defeat again and again.

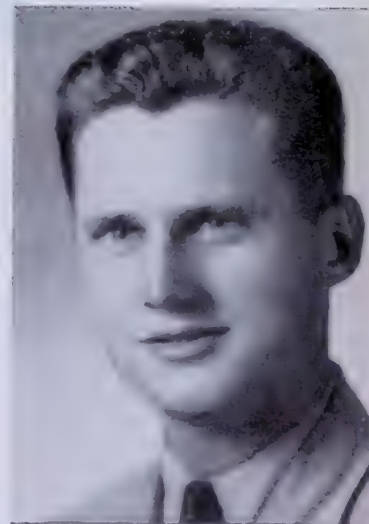
But the fight isn't over by a long way. We are just moving in for the return match on their home grounds. It cost millions of lives to accomplish that—many because we were not fully equipped. Men need the things of war and the tools to make them. But first we need the money to pay for them. That's the why of Victory Bonds.

What's idle money? You can't take it with you—and it will be no good if we don't win. Who wants to be the richest man in the concentration camp or the wealthiest corpse in the pile? While we worry about our living our men in the services are just worrying about living. Many worry less than you do. They are prepared to give what they have—their lives—without the luxury of that second thought you give yourself.

The outposts of Canada are the battlefields of Democracy, no matter in what far lands. On them our countrymen and their allies are fighting for the greatest stake in history—freedom. And they are fighting for your share of it.

If it's lendable, it's spendable. Your Bond is your word to them.

Dead



Corporal Andrew Elliot Simpson, only son of S/Sgt. Andrew and Mrs. Simpson of London, Ont., who was killed in action while serving with the Perth Regiment in Italy. Cpl. Simpson was a valued member of the service staff of the Capitol Theatre, London, Ontario, before his enlistment in the Perth Regiment.

Home



Squadron Leader Albert Glazer, winner of the Distinguished Flying Cross, who is home on leave after three years overseas. A former theatre manager, he is the son of Sam Glazer of Columbia Pictures.

"Put Victory First"

6th Buy
VICTORY LOAN BONDS

For
THE SHINING FUTURE

"The Shining Future", a two-reel subject produced under the direction of Jack L. Warner, Executive Producer, at Warner Bros. Pictures Studio with the Co-operation of the entire Hollywood Motion Picture Industry, is a contribution of the Canadian Motion Picture War Services Committee to the Sixth Victory Loan. Distributed without charge to Dominion exhibitors by Vitagraph, Ltd.



This space contributed by Vitagraph, Ltd.

Provincial Pacemakers

*Make Them Go Some to Keep Up
With You!*



FRANK WILLIS
Co-chairman, Saskatchewan



K. M. LEACH
Alberta Chairman

MOTION PICTURE SECTION NATIONAL WAR FINANCE COMMITTEE

National Chairman

J. J. FITZGIBBONS, Famous Players Canadian Corporation,
1200 Royal Bank Building, Toronto, Ontario.

Provincial Chairmen

Alberta

K. M. LEACH, Strand Theatre, Calgary.

British Columbia

D. GRIESDORF, Odeon Theatres Limited, Vancouver.

Manitoba

J. PEARSON, Corona Theatre, Winnipeg.

New Brunswick and Prince Edward Island

REG. MARCH, 20th Century-Fox Corporation, 12 Hazen
Avenue, St. John, N.B.

Nova Scotia

R. S. RODDICK, Capitol Theatre, Halifax.
W. H. CUZNER, Strand Theatre, Sydney Mines.

Ontario

HERB ALLEN, Theatre Holding Corporation,
21 Dundas Square, Toronto.
N. A. TAYLOR, 20th Century Theatres,
21 Dundas Sq., Toronto.

Quebec

EUGENE BEAULAC, Quebec Allied Theatrical Industries,
323 University Tower, Montreal.

Saskatchewan

W. WINTERTON, Capitol Theatre, Saskatoon.
F. WILLIS, Capitol Theatre, Regina.

Secretary

MISS RAY LEWIS, Canadian Motion Picture War Services
Committee, 277 Victoria Street, Toronto.



Wm. WINTERTON
Co-chairman, Saskatchewan



EUGENE BEAULAC
Quebec Chairman



**let's give our greatest
performance!**



When the curtain falls on the
greatest event in world's
history let show business be
proud of the role it has played
... show business will once
again take the lead in pro-
moting the sale and investing
its own dollars in Canada's

**6TH
VICTORY LOAN**

No "SHOWMAN" Will Fail!

EMPIRE-UNIVERSAL FILMS, LTD.



**WILL
YOU**

BUY VICTORY BONDS

PUT VICTORY FIRST

?

**Producers Releasing
Corporation**

LIMITED

Executive Offices:
277 Victoria St., Toronto, 2, Ont.

The Return of William Fox?

One of the most famous names in motion picture history, William Fox, will again be prominent in the industry, according to announcements from New York. Fox will be a great production, distribution and exhibition organization as soon as materials become available for the construction of a mammoth studio.

Fox indicated that he will try to attract the leading producers and directors to his banner by letting them share the profits.

"I will start a world distributing organization to handle our product," he said, "and will, in the more important centres, work out co-operative deals with exhibitors controlling one or more theatres for the entire yearly output of our production organization."

William Fox was the leading figure of the industry up to the market crash. He controlled the world's largest chain of theatres, reaching from the United States into England and Australia. He had operating control of MGM and Fox Films and their distributing organizations.

Curled Up With Good Books



Manager Howard Thomas of the Centre Theatre, Owen Sound, Ontario, is shown nestled amongst the books contributed by theatregoers to the IODE service library for men and women in the armed forces.



HE GAVE HIS ALL!

Western
Theatres
Limited

**HOW
ABOUT
YOU?**

**PUT VICTORY FIRST
BUY VICTORY BONDS**



SALUTE TO OUR GOOD NEIGHBOR!

The Friendly Lion of M-G-M wishes God-speed for Success to Canada's Sixth War Loan. Hands across the border for Victory!

"Put Victory First!"

Help tear them down
with **VICTORY**
BONDS



This advertisement contributed by RKO Radio Pictures, Inc.